THE IVY NETWORK CORPORATION
WHERE FUTURE AMERICA LISTENS AND LEARNS TO BUY
242-A YALE STATION • NEW HAVEN, CONN. • 787-0711

WILLIAM B. BATES III
PRESIDENT

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April 1, 1971

Gentlemen:

The time has now come to request specific information for the Alumni Advisory Committee. I hope to have all information in from all schools by the Annual Spring Meeting so we can get going with the project itself the following week.

Let's review it again. Ivy wants -- at this time -- the names of ten or a dozen alumni from your school -- and hopefully of your station. These should be men prominent in business -- advertising or communication would be nice -- and located in the New York area if possible.

We will then write each of these gentlemen and ask that they give us permission to include their names as part of our "Alumni Advisory Committee". The alumni will not be troubled further in any case.

We will then make up a letter-head that lists the names of the Alumni Advisory Committee on it, and, using this letter-head, invite top agency and market men in New York to a breakfast-meeting presentation of Ivy.

This much should be clear.

A number of side considerations arise. First, how do you get the ten names. Contact your Alumni Office. Use your station files. Use your head. The better the selection you give us, the more we can do. Try to keep in mind the total thrust of the plan. It should take a mere hand-full of hours. Multiply it by sixteen and we think we've got something big cooking.

Second, do not feel restricted to alumni who have helped you in the past. Keep them to yourselves. This is an expansion effort. Give us names of gentlemen that, insofar as you can tell from school ties and present position, should be able to give us a helping hand.

Third, please send a selection of ten names -- not the first ten you come across. Select the ten best for the project. If you want further advice, call here.

Fourth, don't forget to include their corporate position, firm, and address.

Now, let's look at the thing from a new angle. Several dozen new business men become aware of Ivy. Some may actually become interested on their own. Several dozen more will receive the Ivy pitch. Somewhere along the lines, a sale or two should emerge. This could mean several thousand dollars per station. And that's talking only of one or two new contracts. The potential of this thing is higher than that. It's a good return on an investment of a couple of hours of careful work per station.

How about the "moral" question? Aren't we asking for "charity"? By no means. We are asking our alumni for minimal help in a legitimate business offer -- one which has become standard, popular, and known for its effectiveness in many areas. We are asking the alumni for help to make a straight business pitch to straight business men. Nothing more.

How will this tie-in with the regular Ivy sales effort? In a word, beautifully. At this time of year, and in early fall -- when the breakfast is planned -- we have a little time. Most of our regular sales effort is summer mailing work, and fall follow-up. And all this corresponds to the advertising budgeting time, too. In short, instead of detracting from our regular effort, the Alumni Advisory Committee will supplement and compliment it

I'll be calling within a few days to see how things are going. If you want to get in touch before then, try (203) 432-1193 in the late evening; or the Ivy office.

Best of luck in this important new effort.

Sincerely,

Sandy

S.L. Maier
for Ivy Network